



Play It Safe Campaign

For many, gambling can be an enjoyable source of entertainment. But it can lead to problems for individuals and families—as well as be addictive. The Play It Safe Campaign seeks to help Nebraskans understand their limits so they can gamble responsibly if they choose to play. The campaign also raises awareness about the confidential support available to those struggling with problem gambling and those who have loved ones with gambling problems.

The Play It Safe campaign is administered by the Nebraska DHHS Division of Behavioral Health's Gamblers Assistance Program.

The key messages of the campaign are “know your limits” and “play it safe.”

The campaign is targeted at gambling adults in Nebraska aged 25–55 and their friends and family.

Campaign Goals

- Increase awareness about low-risk gambling strategies.
- Inform the public about the signs of problem gambling, especially in its early stages.
- Raise awareness about available help resources, including the Problem Gambling Helpline, 1-800-GAMBLER (1-800-426-2537), and PlayItSafe.ne.gov.
- Provide resources that can be easily shared with people who exhibit signs associated with problem gambling.
- Reduce the impact of problem gambling in Nebraska.

Key Campaign Components

- A comprehensive, interactive website, PlayItSafe.ne.gov, highlights safe and low-risk gambling behaviors, provides education on the signs of problem gambling and offers resources for those struggling to stay in control.
- *What's the Deal?* blog, housed on the campaign website, informs the public about specific and timely gambling topics.
- Play It Safe TV and radio public service announcements and online ads increase awareness of problem gambling by highlighting safe gambling behaviors and informing the public about available help resources.
- Marketing collateral, including campaign brochures, highlight low-risk gambling information and can be used and distributed by key partners, including government agencies and treatment providers.
- Paid media placements and public relations efforts will provide campaign exposure to target audiences, raise awareness about risky gambling behaviors and educate those who need problem gambling assistance.